

Use this Catalogue until replaced by our next edition in April, 1952

1 9 5 1

RUG-SELECTOR

CARPETS, BROADLOOM,
RUGS, LINOLEUMS,
TILE, CONGOLEUM,
FLOR - EVER VINYLITE
TABLE OILCLOTHS,
BLANKETS, ETC.



Gordon Mackay

AND COMPANY LIMITED

CORNER BAY AND FRONT STS., TORONTO



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GORDON MACKAY AND COMPANY, LIMITED, TORONTO

1

CONGOWALL

A NEW WAY TO BEAUTIFY YOUR WALLS

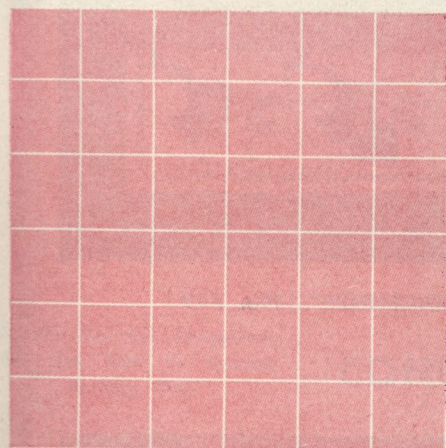


You'll find Congowall amazingly easy to install. The rolls come 54 inches wide — perfect wainscot height, or apply it floor to ceiling. Flexible Congowall is easily handled and cut. No expensive preparation — just follow the complete, easy-to-understand instructions. Learn today how simple — and inexpensive — it is to cover your walls, old or new, with the gleaming beauty of Congowall.

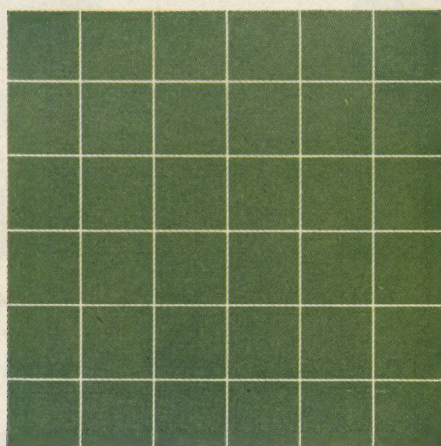
Packed approximately 100 feet to roll

W13. Black cap strip—1½ inches wide

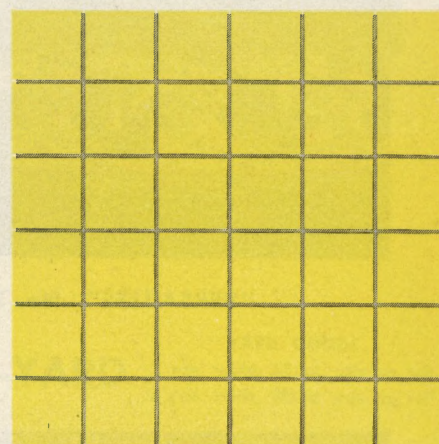
W13. Base strip—4 inches wide



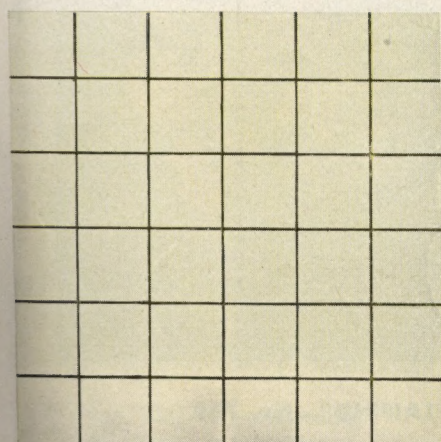
PATTERN W. 21



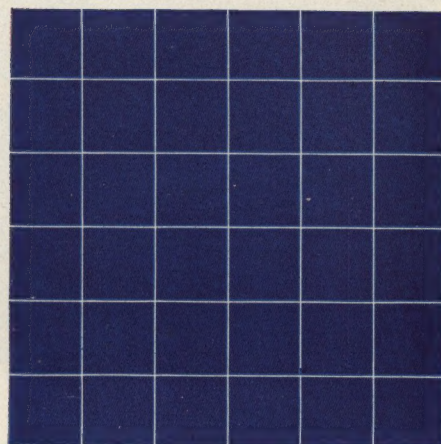
PATTERN W. 17



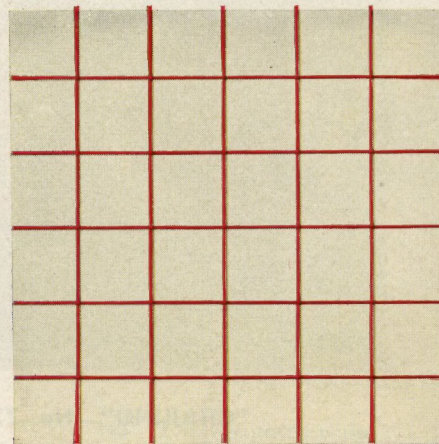
PATTERN W. 14



PATTERN W. 12



PATTERN W. 18



PATTERN W. 16

Also available in Pattern No. W. 13, Black

CONGOLEUM "GOLD SEAL" RUGS

Sizes
Feet

How
Packed

MATS 652 only
Similar to 633

1½ x 3 24 to Carton
3 x 3 3 to Carton
3 x 4½ Singly
3 x 6 Singly

MATS

18" x 27" 24 to Carton
27" x 36" 24 to Carton
27" x 54" 3 to Roll

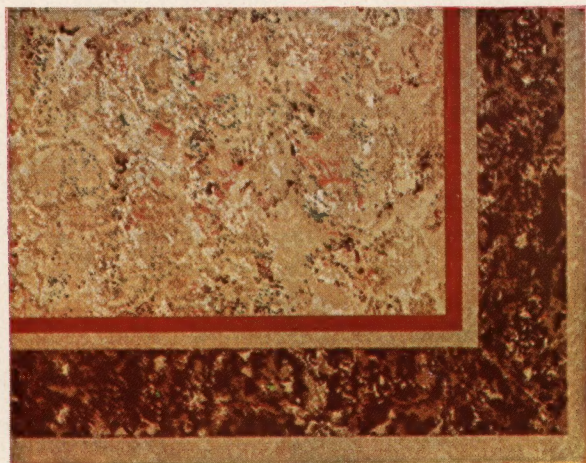


RUNNERS

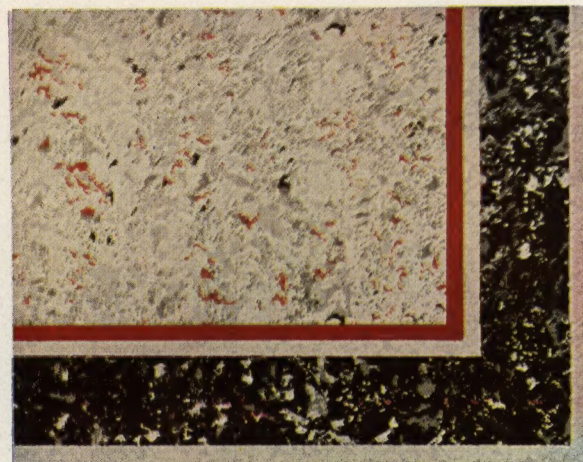
3 x 9 Singly
4½ x 9 Singly

RUGS

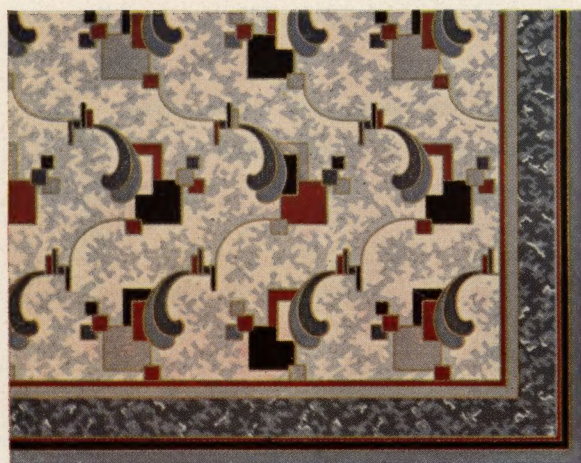
6 x 9 Singly
7½ x 9 Singly
9 x 9 Singly
9 x 10½ Singly
9 x 12 Singly
9 x 13½ Singly
9 x 15 Singly



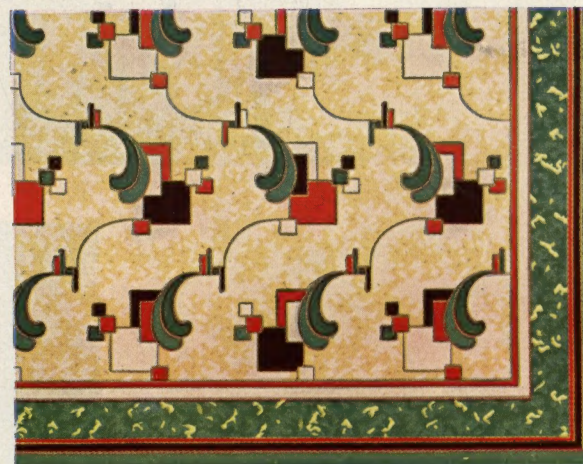
"SIENNA"—No. 633



"RUTLAND"—No. 632



"VERSAILLES"—No. 741



"VINCENNES"—No. 742



"CHAILING"—No. 738



"TAIPING"—No. 739

3 x 9 4½ x 9 6 x 9 7½ x 9 9 x 9 9 x 10½ 9 x 12 9 x 13½ 9 x 15

All rugs on this page made in above sizes only.

CONGOLEUM "GOLD SEAL" RUGS



"ORIENT"—No. 548



RUNNERS

3 x 9
4½ x 9

RUGS

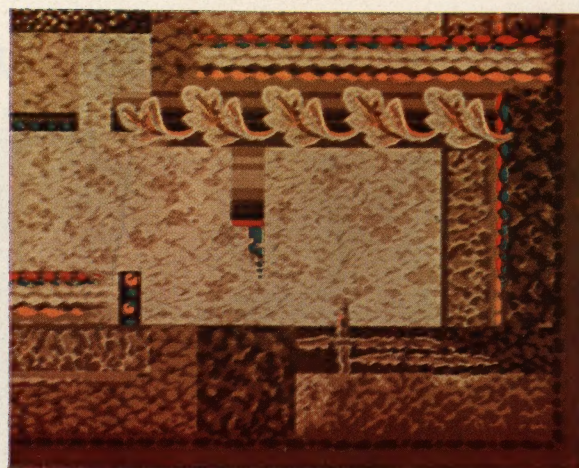
6 x 9
7½ x 9
9 x 9
9 x 10½
9 x 12
9 x 13½
9 x 15



"MANDARIN"—No. 549



"DERAMODE"—No. 644



"MADERA"—No. 643

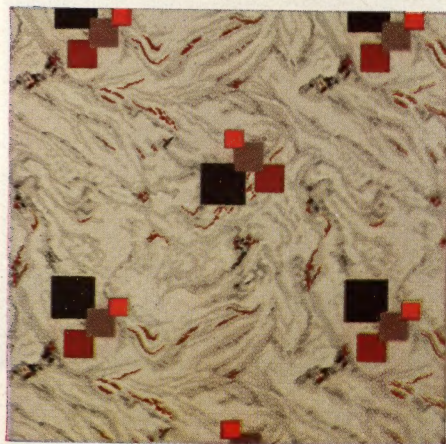
Not illustrated are Gold Seal Rug Patterns Nos. 726, 454, 455, 670, 672, 692, 693.—These are shown in our new catalogue.

We Do Not Cut Congoleum.
This Line Sold in Original
Packing Only.

CONGOLEUM "GOLD SEAL" BY-THE-YARD

YARD GOODS

2 yds. wide, 65 sq. yds. to roll
3 yds. wide, 90 sq. yds. to roll



No. 950—2 yards wide
No. 8950—3 yards wide



No. 951—2 yards wide
No. 8951—3 yards wide



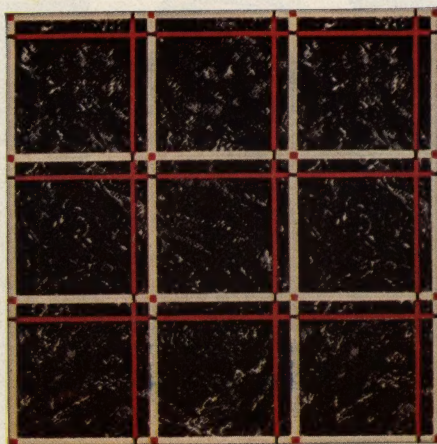
No. 952—2 yards wide
No. 8952—3 yards wide

CONGOLEUM "GOLD SEAL" BY-THE-YARD

We do not cut Congoleum. This line is sold in original packing only



No. 930—2 yards wide
No. 8930—3 yards wide



No. 902—2 yards wide
No. 8902—3 yards wide



No. 932—2 yards wide
No. 8932—3 yards wide



No. 993—2 yards wide
No. 8993—3 yards wide



No. 8934—3 yards wide



No. 995—2 yards wide
No. 8995—3 yards wide

2 yards wide—65 square yards to roll

3 yards wide—90 square yards to roll



No. 802—2 yards wide
No. 8802—3 yards wide



No. 800—2 yards wide
No. 8800—3 yards wide



No. 801—2 yards wide
No. 8801—3 yards wide

Not illustrated are Patterns Nos. 8935, 803, 804, 942, 990, 991

Barry and Staines Floor Coverings

BATTLESHIP and PLAIN LINOLEUM

AA and A Gauges — with Burlap Back



Battleship Plain and Supervein Inlaid Linoleum—AA and A Gauges—are made Two Yards Wide.

Also supplied in Custom-cut Floors to order and in individual tiles all sizes from 3" x 3" to 36" x 36";

Borders 3" to 12" wide; Feature Strips ½" to 2½" wide.

SUPERVEIN INLAID

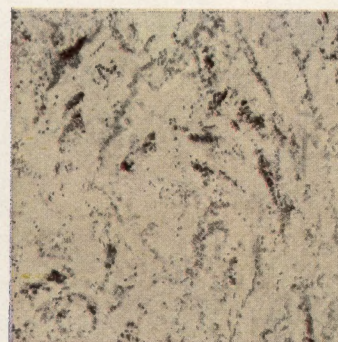
AA and A Gauges - with Burlap Back - Two Yards Wide



No. 201
No. 301 AA Supervein
A Supervein



No. 204
No. 304 AA Supervein
A Supervein



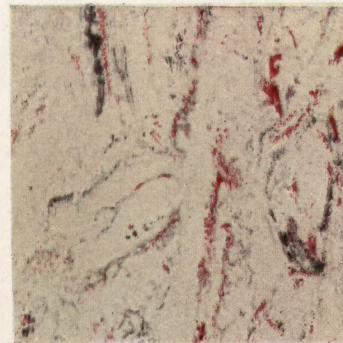
No. 205
No. 305 AA Supervein
A Supervein



No. 207
No. 307 AA Supervein
A Supervein



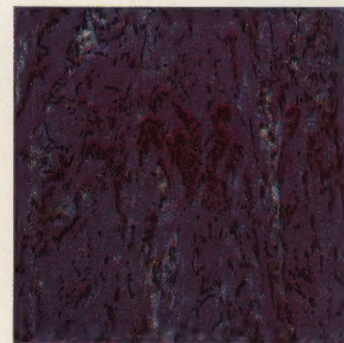
No. 213
No. 313 AA Supervein
A Supervein



No. 217
No. 317 AA Supervein
A Supervein



No. 219
No. 319 AA Supervein
A Supervein



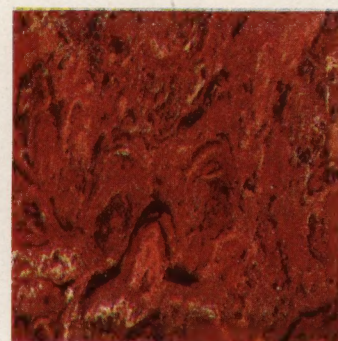
No. 220
No. 320 AA Supervein
A Supervein



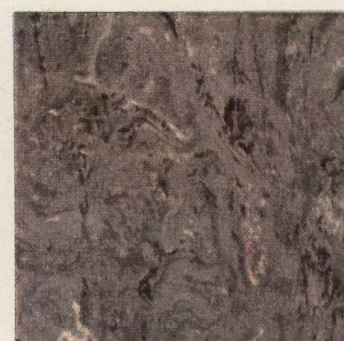
No. 221
No. 321 AA Supervein
A Supervein



No. 228
No. 328 AA Supervein
A Supervein



No. 229
No. 329 AA Supervein
A Supervein



No. 231
No. 331 AA Supervein
A Supervein

No. 3 Gauge (Linofort)

MOIRE INLAID

Approximately 60 square yards to roll

Two Yards Wide



No. 6505



No. 6508



No. 6509



No. 6512



No. 6516



No. 6525



No. 6529



No. 6531



We
do not cut
any
Hard
Floor Covering.



No. 6539



No. 6540



No. 6541



No. 6542



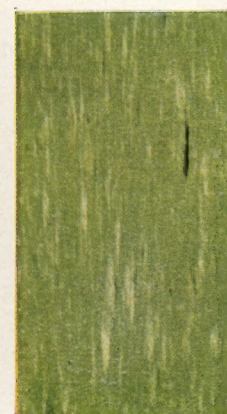
No. 6543



No. 6544



No. 6546



No. 6547

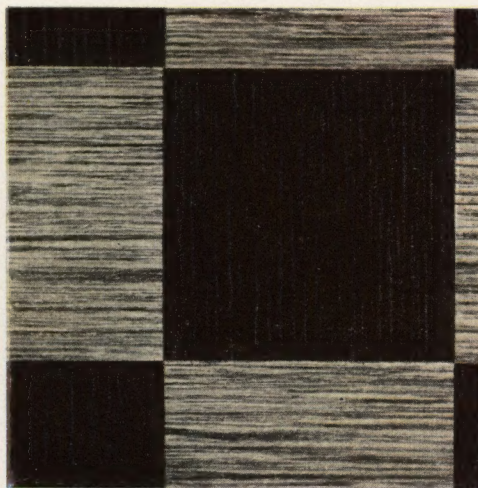
No. 3 Gauge (Linofort)

JASPE INLAID TILING

Two Yards Wide



No. 3083



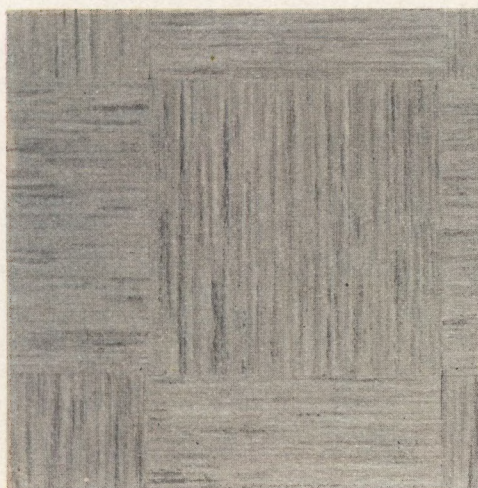
No. 3084



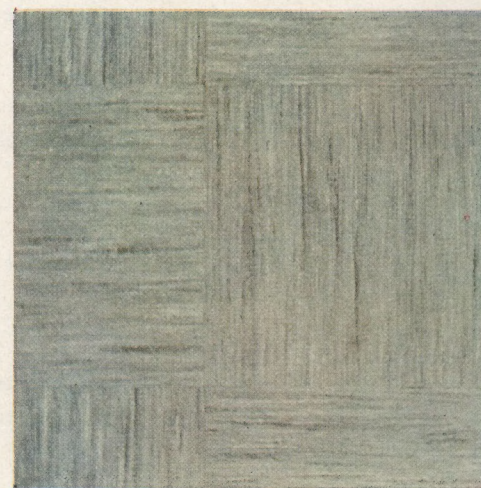
No. 3088



No. 3090



No. 3091

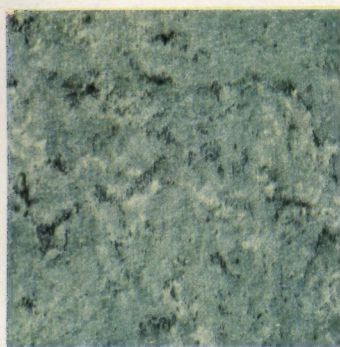


No. 3092

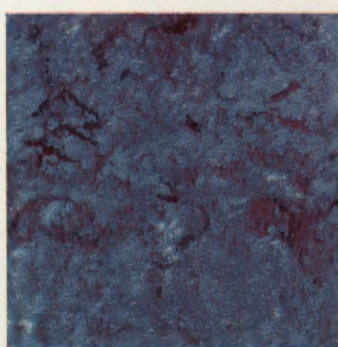
No. 3 Gauge (Linofort)

SUPERVEIN INLAID

Two Yards Wide



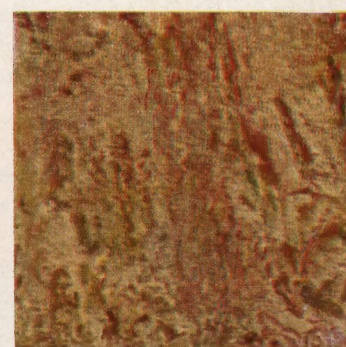
No. 800



No. 805



No. 807



No. 814



No. 815



No. 816



No. 817



No. 818

Approximately 60 sq. yds. to roll

We do not cut hard floor covering

TILEVEIN



AN EXCLUSIVE

BARRY and STAINES product

NEW AND UNIQUE PLASTIC COMPOSITION
KEYED TO A ROT-PROOF BACKING

Newly developed materials and new manufacturing techniques give TILEVEIN many individual and desirable characteristics. All of these are not found together in any other similarly priced floor tile.

INEXPENSIVE TILEVEIN (made in $\frac{1}{8}$ " gauge only) is low priced in the field of heavy gauge, individual floor tiles.

A "natural" for self-installation, everyone can afford it.

TRULY RESILIENT TILEVEIN cushions the step, subdues noise, takes the weariness out of standing. Yet, is highly resistant to indentation and has excellent recovery; it is a "live" product.

ABRASION RESISTANT TILEVEIN is made of a thoroughly tough substance, resistant to abrasion.

INLAID The characteristically clear marble effects go through to the backing. Wear will not change the colours.

HYGIENIC TILEVEIN retains properties which are actually germicidal. It is also odourless.

EASILY HANDLED . . . SPEEDILY INSTALLED TILEVEIN has the right balance of rigidity and flexibility. It is not brittle — will not chip or dust and loss cannot occur from breakage.

ACCURATELY CUT Precision and uniformity in the cutting of TILEVEIN ensure perfect fitting. Half tiles and pieces can be cut on the job with a linoleum knife.

DIMENSIONALLY STABLE This is an all-important characteristic of TILEVEIN.

EASIEST TO MAINTAIN AND GREASE-PROOF TILEVEIN is of dense construction and has a superfine surface finish which is natural to the product; that is to say, it will not scuff and does not "hold" dirt. It is grease-proof; grime cannot penetrate this smooth, closely textured tile.

REASONABLE FLOOR CONDITIONS TILEVEIN can be installed over any floor above grade if reasonably level, also clean, dry and adequately supported.

NO COSTLY ADHESIVES Barry and Staines "Linofort Cement" is recommended.

SIMPLY REPAIRED Where damage has taken place or if extension to an installation is required, new tile units are readily available. Different manufacturing batches of the same colour are of good commercial match.

NO EXTENDED DELIVERY PROBLEM Contract quantities of a number not in stock can be shipped, in most cases, within a short time from receipt of order.

ECONOMICAL Easy to buy, easy to install, easy to repair and easiest to maintain. For all above-grade installations, irrespective of traffic conditions, no tile in the same price range can compare with TILEVEIN.

ONE tile size only, 9" x 9"

ONE gauge only, $\frac{1}{8}$ "

TWO colour categories:

"C" Commercial colours
"D" Decorator colours

TWELVE marble tones: for single colour effects; for blended cross-directional tiling; for colour-bright, checkerboard designs.

EIGHTY tiles (45 square feet) of one colour factory packed in protective cartons. Shipping weight 35 pounds.

THIS FOLDER...

illustrates easy-to-follow, self-installation 'know-how' and basic design suggestions. It is included in the "TILEVEIN KIT" which also contains adhesive spreader, linoleum knife and chalk line.



TILEVEIN

One Size—9" x 9" only

One Gauge— $\frac{1}{8}$ " only



No. D 111

Carnival Red



No. D 109

Forest Green



No. D 108

Pewter Grey



No. C 107

Acorn Brown



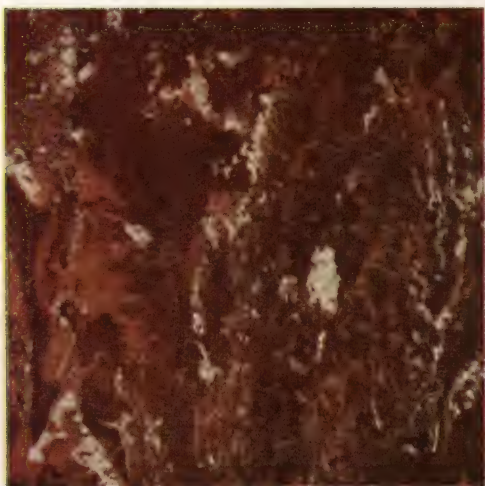
No. D 105

True Blue



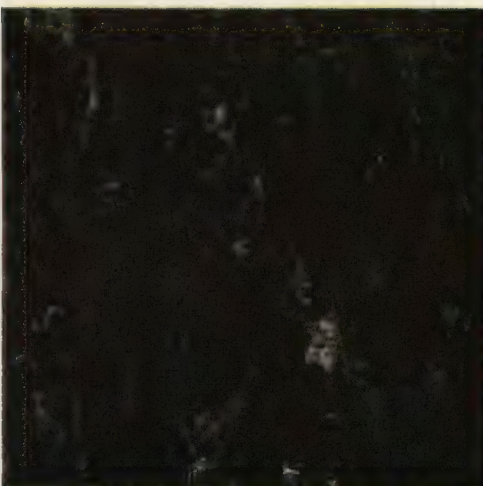
No. D 104

Sun Yellow



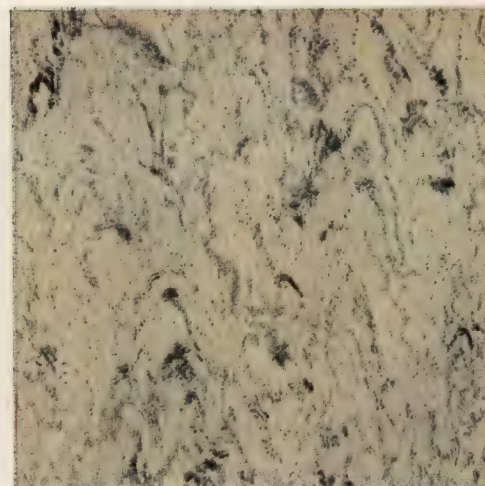
No. C 102

Paisley Red



No. C 101

Marble Black



No. D 100

Marble White

Packed 45 square feet (80 tiles) to carton—Sold in cartons only

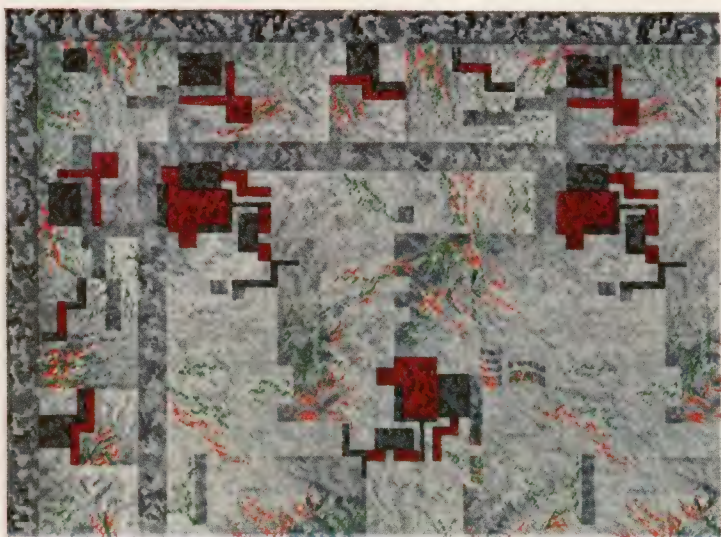
BAROLEUM RUGS



No. 588



No. 587



No. 583



No. 584



No. 580



No. 578

Made in sizes:—6 x 9 ft. 7½ x 9 ft. 9 x 9 ft. 9 x 10½ ft. 9 x 12 ft. 9 x 13½ ft. 9 x 15 ft.

BAROLEUM — By the Yard

Two yards wide—60 sq. yds. to roll



No. 1944 2 Yards Wide Only

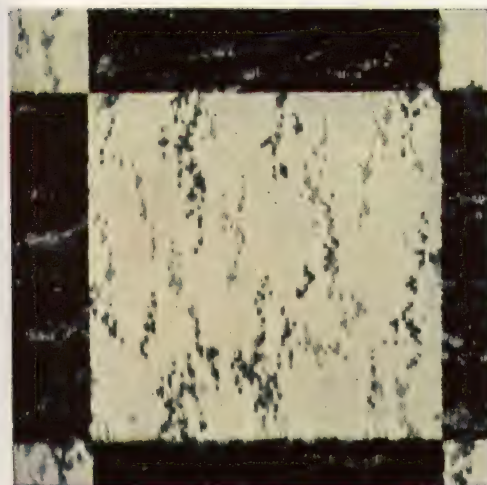


No. 1950 2 Yards Wide
No. 717 3 Yards Wide

Three yards wide—90 sq. yds. to roll



No. 1951 2 Yards Wide
No. 718 3 Yards Wide



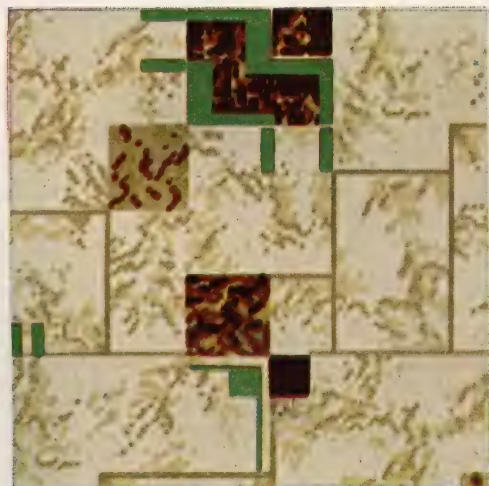
No. 1952 2 Yards Wide
No. 719 3 Yards Wide



We do not
cut hard floor covering



No. 1953 2 Yards Wide Only



No. 1954 2 Yards Wide Only

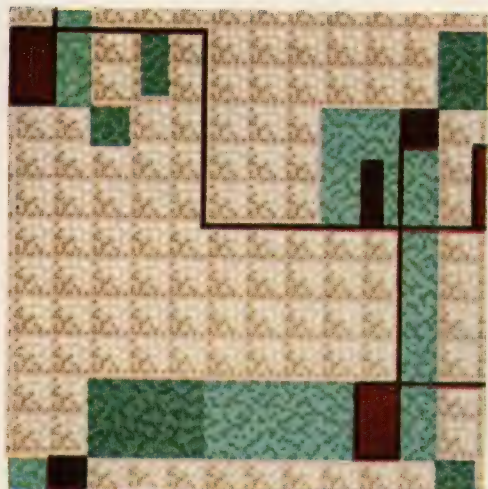


No. 1955 2 Yards Wide
No. 700 3 Yards Wide



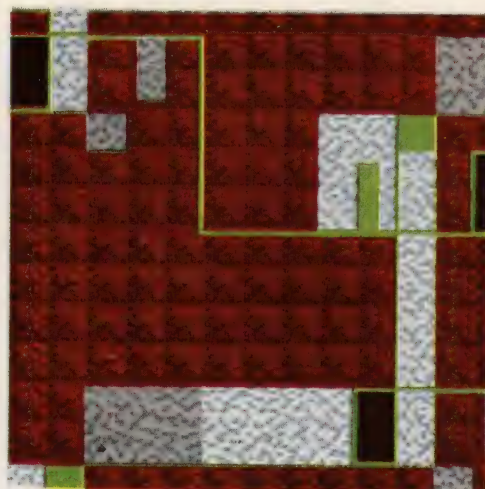
No. 1957 2 Yards Wide
No. 702 3 Yards Wide

BAROLEUM — By the Yard



No. 1959
No. 704

2 Yards Wide
3 Yards Wide



No. 1960
No. 705

2 Yards Wide
3 Yards Wide



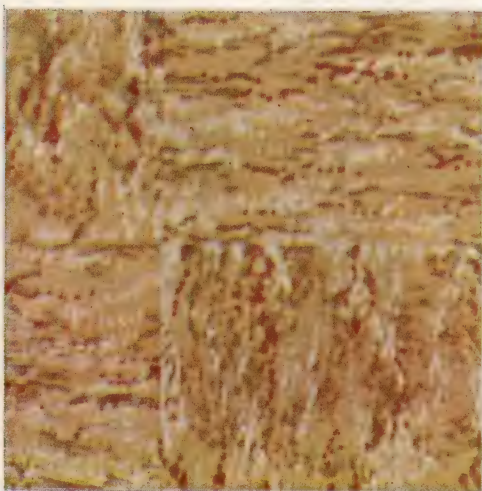
No. 1965
No. 710

2 Yards Wide
3 Yards Wide



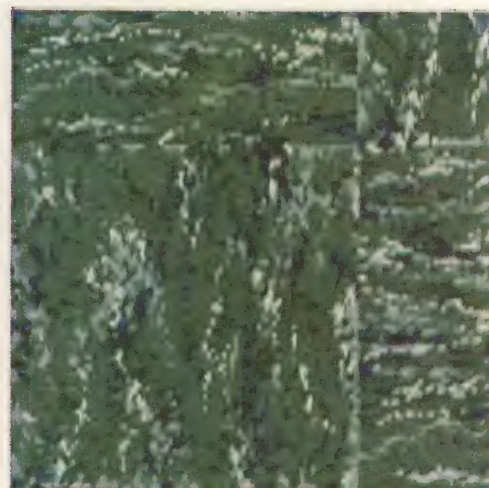
No. 1966
No. 711

2 Yards Wide
3 Yards Wide



No. 1969
No. 713

2 Yards Wide
3 Yards Wide



No. 1970
No. 714

2 Yards Wide
3 Yards Wide



No. 1971
No. 715

2 Yards Wide
3 Yards Wide



No. 1972
No. 716

2 Yards Wide
3 Yards Wide



Woodplank
Woodplank

2 Yards Wide
3 Yards Wide



3M81



AM41

3M41



AM12

3M12



AM85

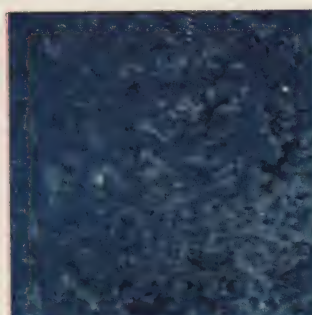
3M85

marboleum

The ever-popular
DOMINION
floor coverings

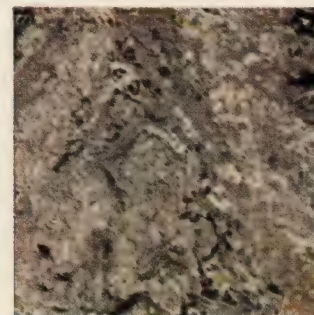
Available by the yard or in
tile form.

also stocked in grey AM88 and 3M88



AM13

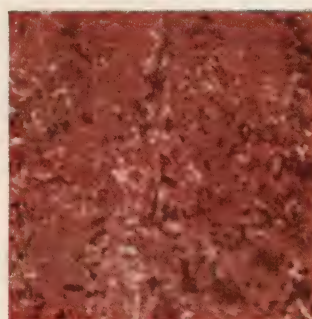
3M13



AM83



3M39

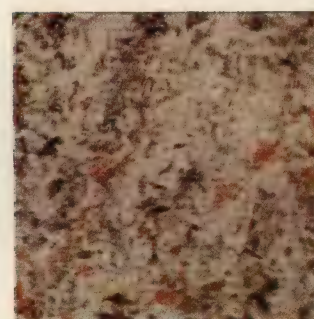


AM97

3M97



AM100



AM49

3M49

plain and battleship

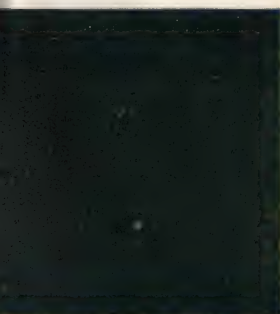
Available by the yard or in
tile form.

Packing

Tiles—100 to carton

Roll goods—60 sq. yds. to roll

We do not cut rolls or break
cartons



DARK GREEN



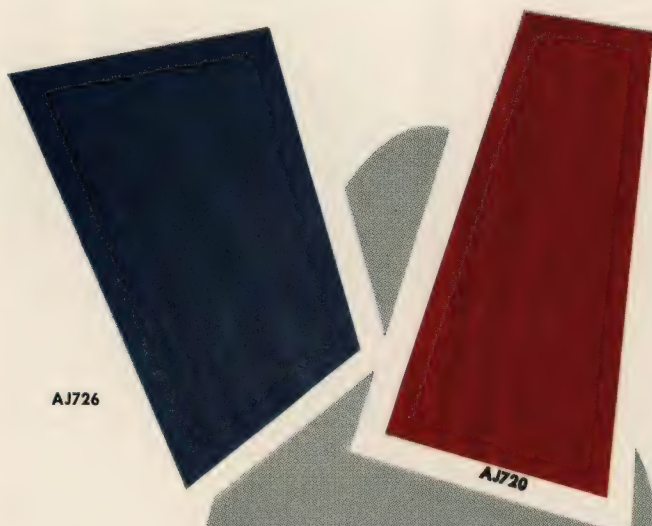
TERRA COTTA



DARK BLUE

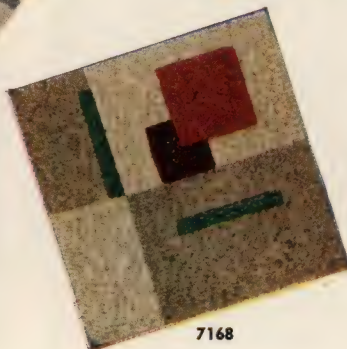
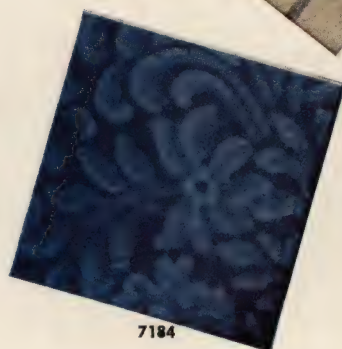


ORANGE



DOMINION *Jaspé Linoleum*

Available by the yard or in tile form.
Two yards wide—60 sq. yds. to roll
9" x 9" Tile—100 to carton



DOMINION *Inlaid* **LINOLEUM** (MOULDED)

No. 3 gauge only
Two yards wide—60 sq. yds. to roll
which we do not cut



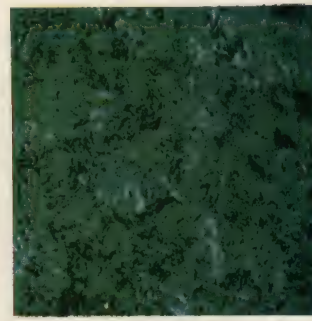
0196-8/4 12/4



0015-8/4 only



0189-8/4 only



0014-8/4 only



0017-8/4 only

REXOLEUM

De Luxe

8/4—Two yards wide—

60 sq. yds. to roll

12/4—Three yards wide

90 sq. yds. to roll



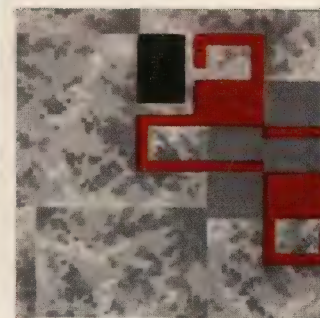
0185-8/4 only



0191-8/4 12/4



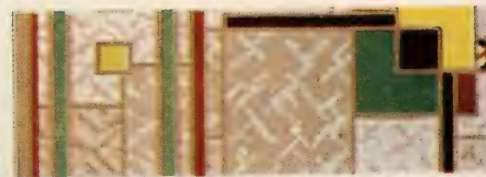
0171-8/4 12/4



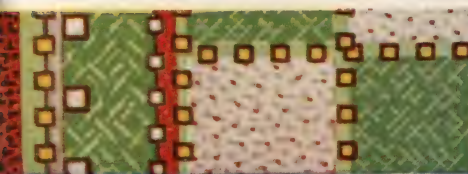
0194-8/4 12/4



0642-24 inch only



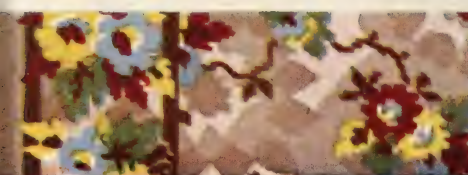
0645-24 inch only



0640-24 inch only



0643-24 inch only



0644-24 inch only

Passage

REXOLEUM

De Luxe

24 inches wide
30 yards to roll



0647-24 inch only



REXOLEUM RUGS DE LUXE

Sizes, feet	Packed
6 x 9	Singly
7½ x 9	Singly
9 x 9	Singly
9 x 10½	Singly
9 x 12	Singly
9 x 13½	Singly
9 x 15	Singly



0411



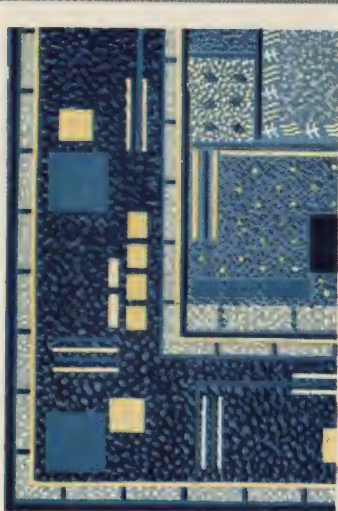
0415



0428



0426



0419



0425



0421



0430



0413



0418

REXOLEUM

RUGS

de luxe



0427



0424



0417



0242

REXOLEUM

MATS

18 x 36 inches

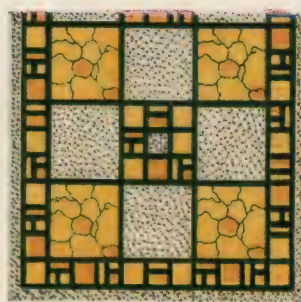
25 to carton



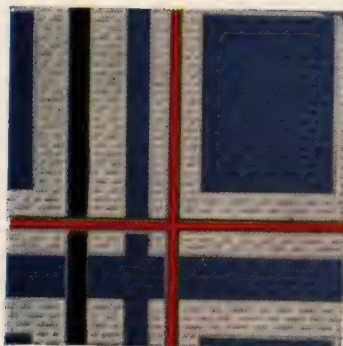
0241



0240



0239



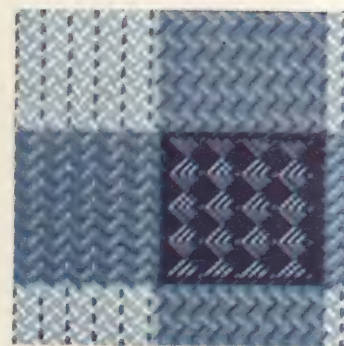
R107-8/4



R105-8/4



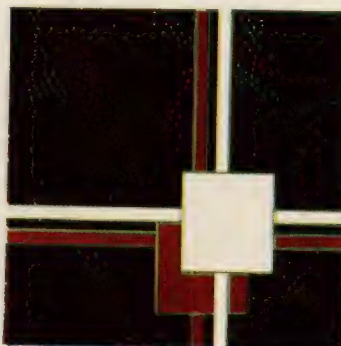
R109-8/4



R120-8/4



R124-8/4



R123-8/4



R113-8/4



R19

standard

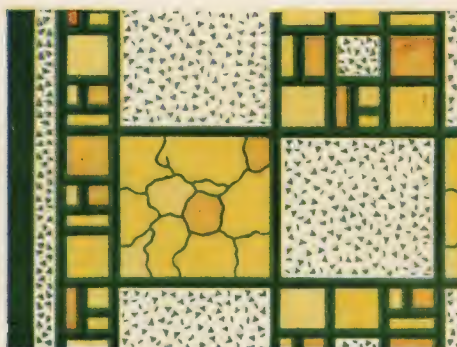
REXOLEUM

passage

2/4 3/4 4/4 8/4
 2/4—18 inches—30 yds. to roll
 3/4—27 inches—30 yds. to roll
 4/4—36 inches—30 yds. to roll
 8/4—Two yards—60 sq. yds. to roll



RP157-2/4, 24", 4/4



RP154-24", 4/4



RP159-2/4, 24", 4/4



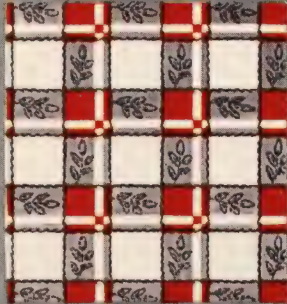
A368-5/4 6/4



A364-5/4 6/4



A358-5/4 6/4



A346-5/4 6/4



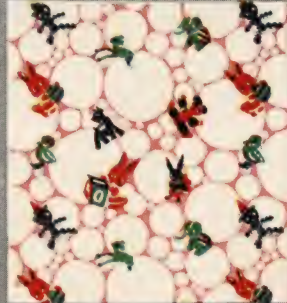
A321-5/4 6/4



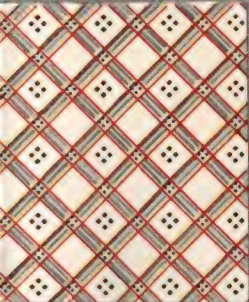
A307-5/4 6/4



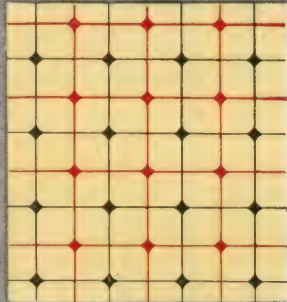
A305-5/4 6/4



A274-5/4 6/4



A263-5/4 6/4



A212-5/4 6/4



A334-5/4 6/4



A338-5/4 6/4

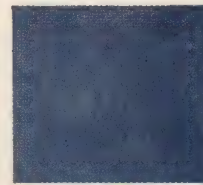
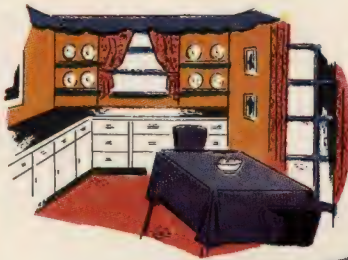
Table oilcloth is stocked in rolls of approximately 12 yards in white, plain colors, and figured patterns.

Brocade Covers, 54" x 54"
Eight of one color to roll

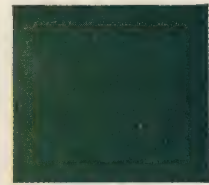
or

12 assorted to carton

Shelf oil — 11 inches wide —
12 yards to roll



A1531-5/4 6/4



A1532-5/4 6/4



A1508-5/4 6/4



A1524-5/4 6/4



A1536-5/4 6/4



A1539-5/4 6/4



In addition to figured table and Sanitile oilcloth, a large range of leatherette is carried in stock: Domo-leather, 50 inches wide, in a range of colors—plain Black with muslin, drill or duck back, or the Spanish Tan and Brown in muslin, drill or duck. Please write us.

A2015
54" x 54"

A2011
54" x 54"

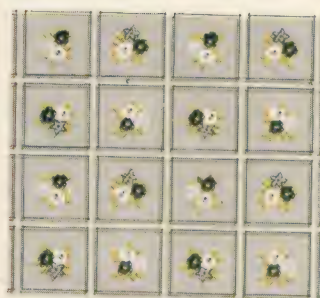


A2027 54" x 54"

A1-1466
4/4 and 6/4



A1-1478
4/4 and 6/4

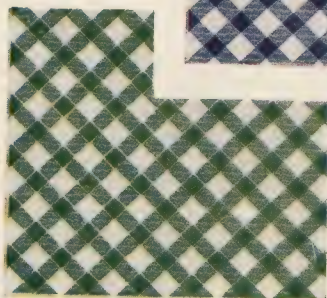


A1-1455
4/4 and 6/4



A1-1456
4/4 and 6/4

A1-1464
4/4 and 6/4



A1-1471
4/4 and 6/4



A1-1463
4/4 and 6/4



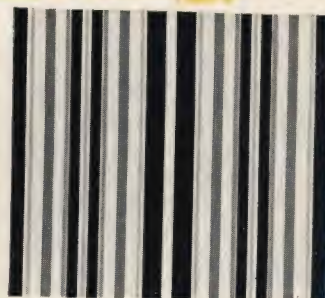
A1-1440
4/4 and 6/4



A1-9119
4/4 and 6/4



A1-9115-4/4 and 6/4



A1-9107-4/4 and 6/4



A1-9106-4/4 and 6/4



DOMOLITE

Printed on translucent and opaque Plastic, available in 36 and 54 inch widths, 25 yard rolls. Each pattern comes in a full range of colors.

**GORDON MACKAY and CO. LIMITED
TORONTO**

BARATUFT PLAIN FRIEZE

as illustrated

Five excellent colors made in three popular widths—27 inch, 9 feet and 12 feet wide.

Colors: AY 214—Rose
AY 342—Red
AY 377—Beige
AY 465—Green
AY 469—Grey

GRAFTON Tone on Tone Axminster

Five colors. Made 27", 9' and 12' wide

Colors: AY 1023-41—Rose
AY 1023-11—Beige
AY 1023-21—Grey
AY 1023-16—Green
AY 1023-51—Wine

STRATHMORE Plain Axminster

Six colors. Made 27" and 9' wide.

Colors: AY 4658—Beige
AY 4710—Red
AY 4711—Blue
AY 5305—Green
AY 5307—Grey
AY 5316—Rose



TWISTEX Tone on Tone Wilton, similar to above. Six colors, made 27", 9' and 12' wide

Colors: AY 2692-16—Green
AY 2692-21—Grey
AY 2692-11—Beige
AY 2692-26—Blue
AY 2692-41—Rose
AY 2692-51—Wine



BARRYMORE
CARPETS

**TORONTO CARPET MANUFACTURING COMPANY
LIMITED**

Upholstered Furniture by Barrymore Furniture Co.

IROQUOIS REVERSIBLE SMYRNA MATS

Pattern AY 4040 Green Ground
Sizes 25" x 48" 30" x 60"



Pattern AY 4041 Rose Ground
Sizes 25" x 48" 30" x 60"



Pattern AY 4056 Blue,
AY 4057 Coral
Sizes 25" x 48" 30" x 60"



Pattern AY 4059 Wine Ground
Sizes 25" x 48" 30" x 60"



Pattern AY 4085 Rose Ground
AY 4086 Green AY 4087 Wine
Sizes 25" x 48" 30" x 60"



Pattern AY 4004 Dog Design
Size 30" x 60" only

JUBILEE SEAMLESS AXMINSTER RUGS by Harding Carpets

Pattern AY 964. Wine ground.

Sizes 4' 6" x 7' 6", 6' 9" x 9', 9' x 10' 6", 9' x 12',
27" x 51", ¾ Stair Carpet



Pattern AY 965 Green, AY 966 Rose, AY 967 Beige.

Sizes 4' 6" x 7' 6", 6' 9" x 9', 9' x 10' 6", 9' x 12',
27" x 51"



HARDING CARPETS LIMITED

KURLYTWIST MATS AND BATH SETS



KURLYTWIST MATS

Heavy one-inch pile of tightly twisted Cotton, firm back gives assurance of good wear in this washable mat. Colors: Light Grey, Dark Grey, Light Green, Dark Green, Light Blue, Dark Blue, Pink, Rose, Yellow, White, Wine, Flame, Peach, Beige and Turquoise.

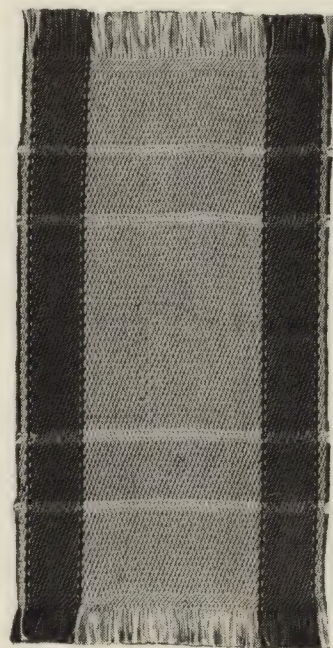
21 x 36
24 x 45
30 x 60
48 x 72
64 x 96

KURLYTWIST BATH SETS

Colors: Grey, Green, Blue, Rose, Yellow, White, Wine, Peach, Beige and Turquoise.

Size 21 x 36 inches

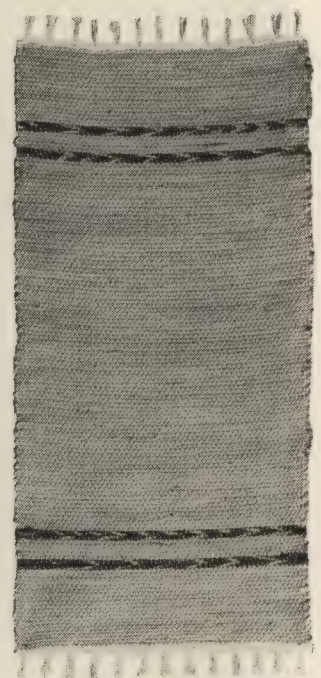
COTTON MATS



BOSTON

Cotton mats, plain centre with border in harmonizing colors Green, Rose, Blue, Red, Black, Brown

19 x 36 inches
24 x 48 inches



LOCKWOOD

Plain cotton mats with border at ends. Light Green, Dark Green, Yellow, Gold, Peach, Brown, Mauve, Grey, Rose, Flame, Wine, Mid and Dark Blue

(T) 24 x 48 inches

BRANTLEY WILTON CARPETS

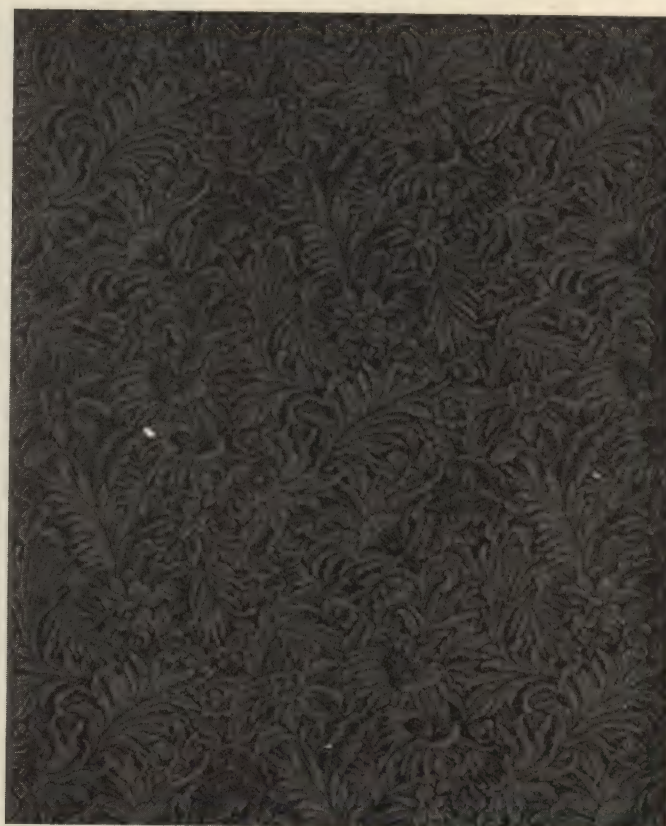
Pattern AY 3317. Tone-on-tone shown below made in four colors: **31** Green, **53** Rose, **71** Grey, **72** Beige. Sizes 4' 6" x 7' 6", 6' 9" x 9', 27" x 54" and $\frac{3}{4}$ carpet.



Pattern AY 3215-62. Red ground, allover design. Sizes 4' 6" x 7' 6", 6' 9" x 9' and 27" x 54"



MALTA WILTON Tone-on-tone. **Pattern AY 3208** shown above made in colors: **50** Mushroom Beige, **30** Green, **60** Wine, **65** Rose. Sizes 6' 9" x 9', 9' x 10' 6", 9' x 12', 27" x 54" and $\frac{3}{4}$ Body Carpet



BROMLEY Tone-on-tone $\frac{3}{4}$ Body Carpet in Wilton. **Pattern AY 3326-30** Green, **AY 3326-60** Wine **AY 3326-50** Rose, **AY 3326-70** Grey

SARUKHAN SEAMLESS RUGS--fringed

Pattern AY 903/1 — Rich Red background with Blue, Black, Tan and Green motif. Sizes 4' 4" x 7' 6", 6' 6" x 9', 8' 8" x 9', 8' 8" x 10' 6", 8' 8" x 12', 8' 8" x 15', 26" x 54", 35" x 63", $\frac{3}{4}$ Stair Carpet



Pattern AY 902/1—Oriental-Red background with good alllover design in Blue, Fawn, Green. Sizes 4' 4" x 7' 6", 6' 6" x 9', 8' 8" x 9', 8' 8" x 10' 6", 8' 8" x 12', 8' 8" x 15', 27" x 54", 35" x 63", $\frac{3}{4}$ Stair Carpet



SAROUK SEAMED RUGS--fringed

Pattern AY 10424 color 1 Red ground **Color 3** Blue ground. An excellent rug. Sizes 4' 4" x 7' 6", 6' 6" x 9', 8' 8" x 9', 8' 8" x 10' 6", 8' 8" x 12', 27" x 54", 35" x 63", $\frac{3}{4}$ Stair Carpet

Pattern AY 10190-21 — A large medallion on Cream ground. A well-colored copy of an oriental design. Sizes 4' 4" x 7' 6", 6' 6" x 9', 8' 8" x 10' 6", 8' 8" x 12', 26" x 54", 35" x 63"

BRINTON-PETERBORO CARPET CO. LIMITED

For

**EXTRA SALES
EXTRA PROFITS**

with

**EVERY RUG SALE
... STOCK AND
SELL**



**SPONGE RUBBER
RUG CUSHIONS**
by **GOOD YEAR**

CLEAN — RESILIENT — PERMANENT

Rug Size	Cushion Rug Size
4½ x 7½	4' 3" x 7' 3"
6¾ x 7½	6' 6" x 7' 3"
6 x 9	5' 9" x 8' 9"
6¾ x 9	6' 6" x 8' 9"
7½ x 9	7' 3" x 8' 9"
7½ x 10½	7' 3" x 10' 3"
9 x 9	8' 9" x 8' 9"
9 x 10½	8' 9" x 10' 3"
9 x 12	8' 9" x 11' 9"
9 x 13½	8' 9" x 13' 3"
9 x 15	8' 9" x 14' 9"

Also available in rolls, 20 and 60 feet long, ¼" thick, 54" or 108" wide.

APPLICATION: The original sponge rubber underlay for household carpets and rugs, theatre, public building and other areas using wall to wall or individual carpets and rugs. Goodyear Cushion Rug adds considerable life to rugs and carpets, prevents them from sliding on waxed or smooth floors and provides a soft cushioned "feel" underfoot.

FEATURES: Cellular sponge rubber with countless air cells gives feeling like walking on air—

Resilient, lifetime service

Doesn't pack down

Moth and vermin proof

Extends wear and life of rug

Sanitary, readily cleaned

Can be made to any desired size by cementing edges.

¼" gauge with surfaces to grip both floor and carpet. Normally applied with 1½" edge allowance all around.

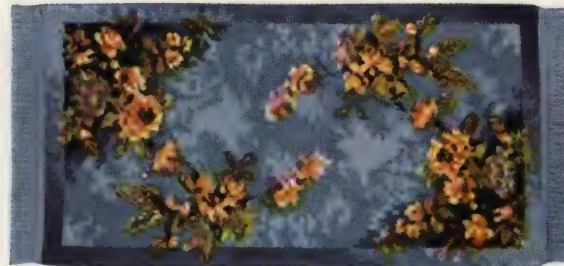
GOOD YEAR CUSHION RUG



518/7

Rose No. 518/6 Wine No. 518/42
Blue No. 518/3 Mushroom No. 518/39
Sizes: 25" x 48" and 30" x 60"

**PROVINCE
REVERSIBLE WOOL
SMYRNA RUGS**



541/3

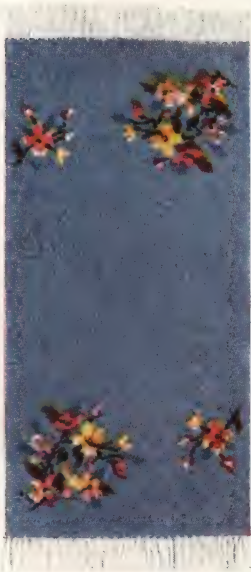
Rose No. 541/6 Green No. 541/7
Sizes: 25" x 48" and 30" x 60"



542/6

Green No. 542/7 Blue No. 542/3
Mushroom No. 542/39
Sizes: 25" x 48" and 30" x 60"

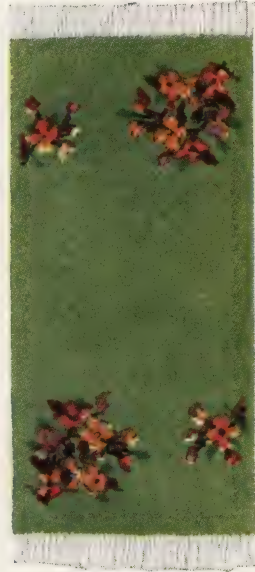
REVERSIBLE COTTON CHENILLE RUG



301/3

Sizes
22" x 36"
27" x 54"
36" x 63"

Rose No. 301/6 Turquoise No. 301/43
Green No. 301/7 Mauve No. 301/10



301/7

Sizes
22" x 36"
27" x 54"
36" x 63"

Rose No. 301/6 Turquoise No. 301/43
Blue No. 301/3 Mauve No. 301/10



334/34

Sizes
22" x 36"
27" x 54"
36" x 63"

Blue No. 334/3 Green No. 334/7
Rose No. 334/6 Gold No. 334/4
Turquoise No. 334/43 Black and White No. 334/5

JACQUARD REVERSIBLE COTTON CHENILLE



714/5

Sizes
21" x 36"
24" x 48"

Green No. 714/7 Rose No. 714/6
Blue No. 714/3 Gold No. 714/4
Red No. 714/34



718/34

Sizes
21" x 36"
24" x 48"

Green No. 718/7 Rose No. 718/6
Black No. 718/5 Gold No. 718/4
Blue No. 718/3

**ESSEX COTTON
TUFTED
BATH SET**

Size 18" x 30" and Lid



5755/17

Green No. 5755/7M Wine No. 5755/42A
Rose No. 5755/6 Red No. 5755/34
Dusty Rose No. 5755/6V Gold No. 5755/4F
Turquoise No. 5755/43H Peach No. 5755/26F
Black and White No. 5755/25A



250
C-60 COCOTEX EVERWEAR PORCH RUG

Sizes
27" x 54"
36" x 63"
4' x 6'
4½' x 7½'
4½' x 9'

Sizes
6' x 7½'
6' x 9'
6' x 10½'
8' x 10'
9' x 12'



151
CAMPER STENCILLED GRASS RUGS

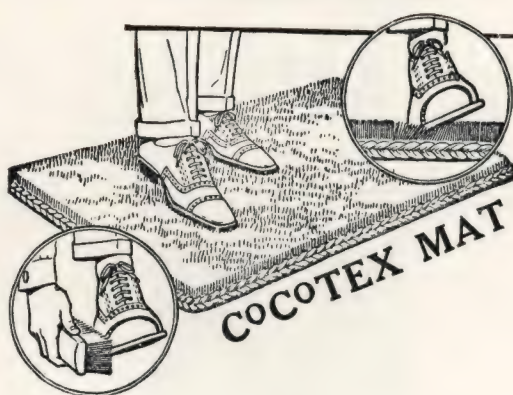
Sizes
27" x 54"
36" x 60"
4' x 6'
4½' x 7½'

Sizes
6' x 9'
6' x 10½'
8' x 10'
9' x 12'



COCOA MATTING

Width	C-30 Plain	C-50 Herring Bone
18"		
22½"		
27"		
36"		
45"		
54"		
72"		



COCOA MATS

No.	Sizes
No. 0	12" x 22"
No. 1	14" x 24"
No. 2	16" x 27"
No. 3	18" x 30"
No. 4	20" x 33"

Gordon Mackay
and Company, Limited
Toronto, Ont.

Gordon Mackay AND CO., LIMITED, TORONTO—1951 Rug Selector

Smith **MONARCH** RUG CUSHION

A Smooth Cushion for Smooth Carpeting

SIX OUTSTANDING AUTHORITIES on Rugs and Carpets insist that every installation have a smooth cushion surface next to the rug.

MONARCH, the smooth cushion for smooth carpeting, provides all over carpet protection (no uneven surfaces to create uneven wear).

The exclusive production feature of Verticalized fibres in every Monarch rug and carpet cushion, provides greater resiliency and springness under foot.

FREE

Dealer mats are yours for the asking. Turn this page and make your selection.

MONARCH CARPET CUSHIONING IN ROLLS

Width 9 ft.....Length 50 ft.....(50 Square yards)

Stair Cushioning

Width 27 in.....Length 100 ft.....(25 Square yards)

Width 36 in.....Length 100 ft.....(33½ Square yards)

MONARCH RUG CUSHIONS

Made to fit all standard sizes, bound and taped at edges individually packaged.

Every Rug should be cushioned with a Monarch Rug Cushion "The Smooth cushion for smooth carpeting".



for rough or
uneven floors

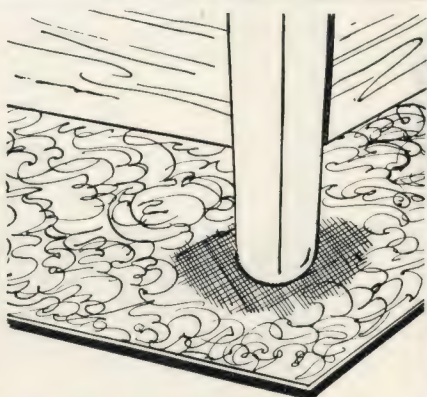
MONARCH Rug Cushions

Prevent worn spots
from heavy or
repeated footsteps

MONARCH: A Smooth Cushion for Smooth Carpeting

DEALER'S NAME

113



On stone or concrete floors Monarch Rug Cushions save their cost many times over by absorbing shock and preventing abrasion of the rug or carpet.

for luxury and comfort

MONARCH Rug Cushions

Make your rugs and
carpets richer to the
eye and more pleasing
to the step. They add
years to the life of
your rugs at little
extra cost.

*A Smooth Cushion for
Smooth Carpeting*



DEALER'S NAME

112

for softer tread and
longer service use...

MONARCH Rug Cushions

beneath your rugs and car-
pets. Monarch Rug Cushions
are cut to fit: they add im-
measurably to the appear-
ance and life of your rugs...
give greater comfort.

MONARCH — *A smooth
Cushion for Smooth
Carpeting.*

DEALER'S NAME

114

Use these **FREE** Dealer Mats

They tell the Monarch Rug
Cushion story briefly, simply.
Pin-point your store as the
place to buy Monarch Rug
Cushions. Order your sup-
ply of mats today.

as great an
invention
as the
rubber heel



MONARCH Rug Cushions

take the shock — so pre-
serve the life of your rugs
and carpets. They make
thin rugs feel deep and
luxurious... give longer
life to your carpets be-
cause they absorb the
shock and so save wear.

MONARCH RUG CUSHIONS

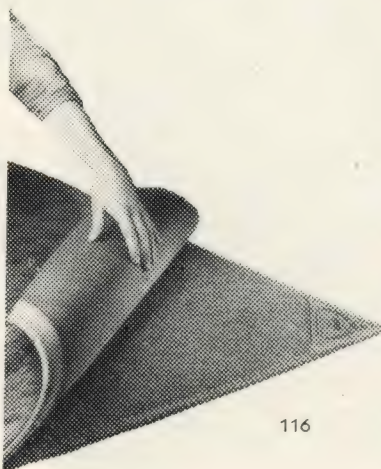
A smooth Cushion for smooth Carpeting

DEALER'S NAME

111



115



116

Gordon Mackay

One of the great names in Textiles

Gordon Mackay Highlander Blankets are supplied in varying colors and weights in fine quality Pure Wool. They are processed for real warmth and hard wear . . . will stand repeated washings . . . and give entire satisfaction to the lady of the house, the camper or the sportsman.

3A3-100

3A3-511

3A3-511 — Gordon Mackay Highlander plaid pure Wool Blankets, predominating colors of Rose, Blue and Green on White. One pair to an envelope.

60 x 90 inches, 6½ lbs.

Per pair

72 x 90 inches, 7½ lbs.

Per pair

SPORTS BLANKETS

3A3-100 — Gordon Mackay Highlander label Sports Blankets, All Wool. Colors of Scarlet or Green with Black border, cut singly and whipped at ends with black yarn.

60 x 84 inches, approximately 7 lbs.

Per pair

72 x 84 inches, approximately 8 lbs.

Per pair



SEE OVER



PURE WOOL CRIB BLANKETS (NOT STOCKED)

Prices in this Catalogue are subject to Market Fluctuations

All prices include 8% Sales Tax

COLOR 4

COLOR 3

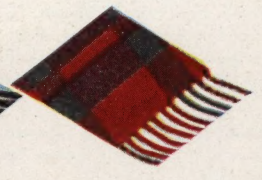
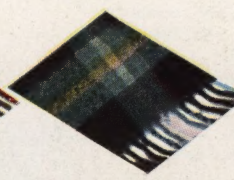
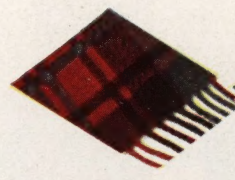
COLOR 2



ROBERTSON

CAMPBELL

MacGREGOR



MOTOR ROBES

3A3-R15 — Motor Robes, fringed, All Wool, Gordon Mackay Highlander label. Tartans are Strathcairn, Robertson, Campbell and MacLeod. Size 58 x 72. Approximately 3 lbs.

Each

3A3-AR16 — Motor Robes, fringed, All Wool, Highlander Label. Plaids of Red, Brown, Blue and Green. Size approximately 58 x 68 inches.

Each

STRATHCAIRN ➡

➡ COLOR 1

➡ YELLOW/BLACK MacLEOD ➡



Gordon Mackay

Wool Blankets

3A3-510 — Gordon Mackay Highlander label White Wool Blankets, beautiful clear White with multicolored border in Rose, Blue and Green.

60 x 84 inches, approximately 5½ lbs.

Per pair

64 x 84 inches, approximately 6 lbs.

Per pair

72 x 84 inches, approximately 7 lbs.

Per pair

3A3-510X — Gordon Mackay Highlander, duffle stripe (wide bar stripes) pure Wool Blankets, stripes of Red, Green, Gold and Black on White. One pair to an envelope.

Size 72 x 90 inches, 7½ lbs.

Per pair

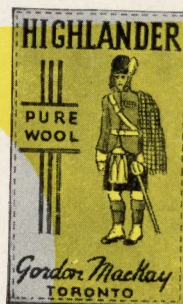
3A3-510X — As above only 60 x 90 inches, 6 lbs.

Per pair



3A3-510

3A3-510X



GREY
BLANKETS
NOT
STOCKED

Prices in this Catalogue are
subject to Market Fluctuations

All prices include
8% Sales Tax

SEE OVER



ALL WOOL THROWS Reversible

3A3-515 — Highlander label, All Wool Throws, and Gordon Mackay boxed, reversible and satin bound. Color combinations of Rose and Blue, Rose and Green, Rose and Gold, Green and Gold.

Size 60 x 84 inches, approximately 3¾ lbs.

Each

3A3-516 — All Wool Throws, same as above only 72 x 84 inches, approximately 4½ lbs.

Each

Solid Colors

3A3-513 — Highlander label, All Wool Throws, satin bound, and Gordon Mackay boxed. Colors are: Rose, Blue, Gold, Green, Wine and Cedar.

Size 60 x 84 inches, approximately 3 lbs.

Each

3A3-514 — All Wool Throws, as above only 72 x 84 inches, approximately 3¾ lbs.

Each

3A3-5130 — Highlander label, All Wool Throws, yarn-whipped. Colors are: Rose, Blue, Gold, Green, Wine and Cedar. Size 60 x 84 inches, approximately 6 lbs. 1 pair in envelope.

Per pair

3A3-527 — All Wool Throws, as above only 72 x 84 inches, approximately 7 lbs.

Per pair

GOLD



CEDAR



GREEN



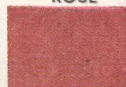
NOT STOCKED



WINE



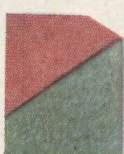
ROSE



3A3-515

3A3-513

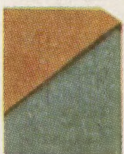
ROSE/GREEN



ROSE/BLUE



GOLD/GREEN



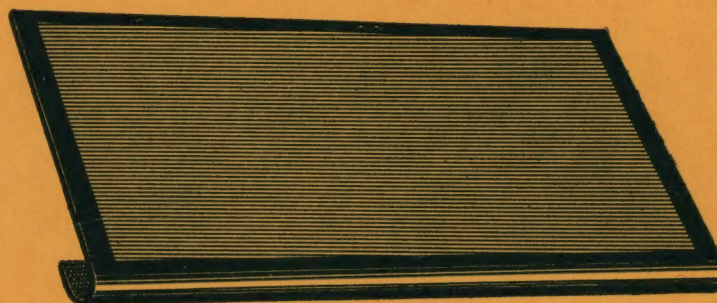
Viceroy Rubber Stair Treads

LONG-WEARING — Special attention has been given to materials used to assure a product that resists abrasive wear.

GOOD APPEARANCE — Clean, attractive colors, free from bloom, made in steel molds to assure good finish.

EASILY CLEANED — Designed with ribs all running in same direction and with plain borders to make for easy cleaning.

GOOD-FITTING — Nosing designed to fit snugly over front of stair.



SPECIFICATIONS

Size	Color	Stock No.	Approx. Shipping Weight per Dozen
7" x 18"	Black	AY-N1201	10 lbs.
7" x 18"	Tan	AY-N1202	10 "
9" x 18"	Black	AY-N1401	11½ "
9" x 18"	Tan	AY-N1402	11½ "
8" x 24"	Black	AY-N1601	14½ "
8" x 24"	Tan	AY-N1602	17½ "

STANDARD PACKING—3 Dozen to a shipping container.

MADE IN CANADA BY

VICEROY MANUFACTURING COMPANY LIMITED

WOLVERINE

Linoleum Paste

Waterproof Cement



— A smoother cement of more uniform consistency giving increased coverage and ease of spreading.

— A stronger cement for better satisfaction.

— A slower drying cement for convenience in laying.

— A cement manufactured from the finest and most costly gums and resins.

— A cement processed under, and maintained to, exacting specifications, your assurance of a consistent and dependable product.

— A perfected cement, economical to use and guaranteed for service.

Paste and Cement are sold in the following sized containers:

1 GAL. PAILS

½ GAL. CAN, 6 to a case

QUART CAN, 12 to a case

PINT CAN, 12 to a case

Use this Catalogue until replaced by our next edition in April, 1952

1 9 5 1

RUG-SELECTOR

CARPETS, BROADLOOM,
RUGS, LINOLEUMS,
TILE, CONGOLEUM,
FLOR - EVER VINYLITE
TABLE OILCLOTHS,
BLANKETS, ETC.



Gordon Mackay

AND COMPANY LIMITED

CORNER BAY AND FRONT STS., TORONTO